

1. Apparatus for printing at least one web (2) running continuously through it, characterized in that integrated in the apparatus (1) is at least one device (12, 13, 14) for continuously transferring individual transponders (10) or transponder parts (10a) based on the functional principle of radio frequency identification from at least one continuously running carrier belt (8) to the web (2) while matching a running speed of the carrier belt (8) to a running speed of the web (2) which is predefined by the printing operation, wherein, at a predefined section of the carrier belt (8) and of the web (2), a bonding device (11, 11a, 11b, 11c) bonds the transponders (10) or transponder parts (10a) to the web (2) at synchronized running speeds.
2. Apparatus according to Claim 1, characterized in that the bonding device (11, 11a, 11b, 11c) comprises at least one unit for producing soldered, adhesive, laser-welded and/or ultrasonic bonds.
3. Apparatus according to Claim 1 or 2, characterized in that the transfer device (12, 13, 14) comprises at least one supply unit for supplying the transponders (10) or transponder parts (10a) to the web (2) by means of the carrier belt (8).
4. Apparatus according to Claim 3, characterized in that the supply unit (6) comprises at least one unwinding roll (6, 6a, 6b, 6c) from which the carrier belt (8) can be unwound, and a speed regulating unit for synchronizing the running speed of the carrier belt (8) and of the web (2).
5. Apparatus according to any of the preceding claims, characterized in that the transfer device (12, 13, 14) comprises units for measuring the speeds of the carrier belt (8) and of the web (2).
6. Apparatus according to any of Claims 2 to 5, characterized in that the transfer device (12, 13, 14) comprises a curing unit for curing the bonds by means of air, UV irradiation, laser irradiation, thermodes and/or electron beam irradiation.
7. Apparatus as claimed in any of the preceding claims, characterized in that a plurality of transfer devices (12, 13, 14) can be positioned as desired in relation to the surface of the web (2).
8. Apparatus according to Claim 7, characterized in that, by means of the plurality of transfer devices (12, 13, 14), different transfer operations for fitting the

web (2) with different transponders (10) or transponder parts (10a) at different positions can be carried out.

9. Apparatus according to any of the preceding claims, characterized by a section (21) between the carrier belt (8) and the web (2) in which the transponder (10) or the transponder part (10a) is individually arranged freely floating without the carrier belt for a short time, in order then to be applied to the web (2) by means of two rollers running in parallel, wherein the carrier belt (8) can be deflected around a wedge-shaped device (22) into a running direction which runs counter to the running direction of the web (2).

10. Method for printing at least one web (2) running continuously through a printing apparatus, characterized in that transponders (10) or transponder parts (10a) are transferred from a carrier belt (8) to the web (2) by means of at least one transfer device (12, 13, 14), at a second speed of the carrier belt (8) which is matched in a synchronous manner to a first speed of the web (2).